

STRAWBRIDGE & CLOTHIER

To-morrow Spring Formally Arrives
To Rule for Three Colorful Months

Spring's First Day With Madame for Whom Each Hour Has a Definite Fashion Significance



"SPORTS clothes this morning, Marie. It is spring—its fragrance comes through my window. My Sportabocker suit, my sports corset—the all-elastic one; my tailored kimbo Hat. And, Marie—my cover-all cape. I shall walk to the course this morning."

EVEN the ubiquitous caddy succumbs to a moment of admiration, when Madame "breaks an egg." "Must be been the skirt, queered things afore," quoth he.

Sports Have Made a Firm Ally of Sportabocker Suits

Without a single conference and waving aside all reservations, including the skirt, sports adopted the Sportabocker Suit, in tweeds and heather-mixed jersey, amending the original article with a skirt, when desired, or a cape that turns skirt when footsteps turn toward. Prices, \$25.00 to \$35.00. Tailored Utility Suits of Tweeds and Dark Twills, \$25.00 to \$75.00.
SECOND FLOOR, CENTRE

For the Long Stride and the Sure Stroke—"Sports" Corsets

They make the freedom of the natural figure perfect by giving just the support that the natural figure needs. All-elastic and elastic-and-brocade Corsets, topless Corsets, Corsets with and without lacings, and the convenient "Step-ins." Prices, \$5 to \$22.50.
THIRD FLOOR, MARKET STREET, WEST

Read This in Sotto Voce—It's a Great Secret: Those Supple "Uncorseted" Figures are Most Carefully Corseted, Frequently in French—Jessica Corsets

Nature often makes mistakes, but the French Jessica Corset—never. It accentuates all the best points and makes the most of poor ones, and it is as easy on the body as a glove is on the hand. Prices, \$15.00 to \$35.00. For an under-study, the French Jessica has the American Jessica, \$6.00 to \$15.00.
THIRD FLOOR, MARKET STREET, WEST

Many Women Think of Silk Petticoats in Terms of \$5.00

And five-dollar Petticoats are to be had here, of messaline, radium, washable satin, silk jersey, tricolette, and combinations of jersey with tafeta or messaline, in all the new shades, including white, flesh and changeable effects. Others up to \$42.50.
SECOND FLOOR, WEST

"BETWEEN ourselves, my dear, this much-discussed classic silhouette requires the most skillful corseting to achieve. Me, not wear a corset! I'm never without my Jessica—but I don't know I have it on, and even with my tailored fitted suits, no one else does either."

Suits for Occasions Like This, at \$65.00

Many of them! In many and varied styles, developed in the fine tricotine and twill-cord. Suits with coats that can be worn with or without the belt. Beautifully tailored suits with long, slendering lines. Suits with slashed seams, smartly accented. Suits elaborately embroidered or smartly bound with flat silk braid.
Other Suits, including Three-Piece Costumes, from \$25.00 to \$250.00
SECOND FLOOR, CENTRE

Silk Blouses for the Tailored Suit, \$6.00

Crepe de chine in white, flesh, bisque, navy blue and black. Tailored and semi-tailored; roll, convertible or Tuxedo collar—\$6.00.
Smart White Sports Blouses
In the vest, bosom and frill styles to wear with open sweater or sports jacket. Of crepe de chine, Dora Soie and la Jerz. Also plain Shirts of Piccadilly silk in tweed colorings. Prices, \$6.00 to \$10.00.
SECOND FLOOR, CENTRE

One Hundred French Hand-Made Blouses at the Low Price of \$5.00

In the French Salon
Ten different models, white and tinted, with the refinement of hand-work in every stitch of their making and trimming.
THIRD FLOOR, WEST

About 75 large Black Hats of the more picturesque types, such as the Mousquetaire, the Gainsborough, the short-back Poke and the sheer capelines—Hats ostensibly for afternoon and restaurant wear—unusual values at \$15.00 to \$35. Also an especially attractive line of London Sports Hats, \$10.00 to \$38.00, and the New Felt Sports Hats, \$15.00.
SECOND FLOOR, MARKET STREET, WEST



An Afternoon Quandary

THERE'S the fur—an adorable fox, and Madame knows well its flattering value. "And furs in spring are so chic," soliloquizes she. Then there's the wrap, after Worth, a perfectly darling copy—"Marie! Marie! raise the shade and turn the mirror. So!"

Wraps Start Another Controversy in "Copies" and "Originals"

After Doucet
Black Canton crepe with gorgeous embroideries veiled by deep fringes. The price is \$190.00.

After Cheruit
One of the new bloused Coats of velvetyne in a brown, the Titian type affects so becomingly—\$135.00.

After Worth
A navy twill, which sounds practical, in a style that qualifies it for any occasion—\$150.00.
SECOND FLOOR, CENTRE

When One Chooses an Afternoon Gown at \$65.00

—It may be of Canton Crepe or flat crepe, or crepe and laces mingled, or Canton crepe with whimsical sleeves of beaded crepe Georgette, or peasant, sleeves tightly cuffed, or swinging, swaying, draping sleeves, held to the arm by a bracelet. A great and varied collection at \$65.00.
Other Afternoon Gowns—\$25.00 to \$200.00
SECOND FLOOR, MARKET STREET

Pumps are Strapped For All Occasions

—With the height of the heel gauged by the occasion for wearing, and their leathers and combinations of leathers and colorings as unlimited as a woman's fancy—\$8.00 to \$21.00.
EIGHTH AND FILBERT STREETS

After Lanvin
A sports Coat in Lanvin's youthful vein, of camel's-hair cloth, tailored to suit the most youthful—\$130.00.

After Bernard
A study in brown—velvety brown velvetyne, and lustrous brown silken embroidery—\$200.00.

After Rolande
A Wrap, chiefly tucks, the rest—embroidery—\$200.00.
SECOND FLOOR, CENTRE

The Smart Two-Skin Neck Furs at \$115.00

Hudson Bay Sable, Natural Stone Marten, Natural Baum Marten and Baum Marten dyed a beautiful brown—\$115.00.
SECOND FLOOR, FILBERT STREET

Dressing Luxuriously in Silk Underwear

Not Expensive in These Days of Lower Prices
One may revel in tinted crepe de chine with films of Georgette and fluffs of lace, at \$5.95 for an Envelope Chemise, and \$7.50 for a Night Gown—both of very superior quality. The daintiest of radium silk Bodices, \$2.50, and Bloomers, \$3.95.
THIRD FLOOR, WEST

Lovely Things for Hours of Ease Are In the French Salon

In that intimate shop of intimate things are the fluttering crepes de chine, the wisps of chiffons, and the crisp taffetas, variously designated as Bed Sacques, \$7.50 to \$17.50; Breakfast Coats, \$15.00 to \$22.50, and the fine Negligees up to \$37.50.

Exquisite French and Philippine Underwear
—ranging from French Chemises at \$2.50 to French Night Gowns at \$30.00, and Philippine Underwear, \$2.95 to \$7.50.
THIRD FLOOR, WEST

Dresses That May Dine "en Forme" or Otherwise

It's all a matter of sleeves. Formally speaking, there are the sleeveless draped white satins and some next-to-sleeveless creations of lace. Otherwise, there are silk crepes and crepes-and-lace, that frequently assume sleeves or disclaim them, according to the posture of the arms. Prices, \$77.50 to \$175.00.
SECOND FLOOR, MARKET STREET



DRAPED and sleeveless and simply coiffed, Madame dines "en forme," with the grace of a Greek goddess; introducing at the same time, mayhap, the Paris fashion of white.

FASHION true to wit, indulges in contrasts, putting far Madama's gown of white, a wrap in darker tone, collared and hand-d with white fur, and lined in white, striped in black after the manner of Poiret.

One Can Relax Delightfully in a Negligee at \$15.00

For the fifteen-dollar Negligee today is finer and more lovely than Negligees at this price have been for several years. And one can choose from several of the most gracefully draped and the most exquisitely tinted. And, if greater elaboration is essential to repose, there are fairy-like creations up to \$37.50, including the most artistic Japanese Kimonos.
THIRD FLOOR, WEST

Mlle. Manka Rubinstein Personal Representative of Madame Helena Rubinstein, is Here in Person This Week
AISLE 3, CENTRE

Introducing to Girls and Young Women of Fashion

Fairfield

Suits, Coats and Dresses

A particular line of highly specialized models at the lowest prices consistent with their superior quality

"Fairfield" designates our particular line of spring models that best typify youth and smartness, with the simplicity and charm essential to garments for much service and indispensable to the modes of youth.

Fairfield Suits
Exceptionally fine tweeds in tan, violet, blue and gray—\$27.50 and \$35. Sizes 14, 16 and 18 years.

Fairfield Coats
Coats of soft all-wool cloaking in tan, caramel and green—\$25.00. Well-tailored Coats of tweeds in brown, green and gray—\$35.00. The fashionable tan camel's-hair cloaking—beautiful quality—\$39.50. All silk-lined throughout. Sizes 14, 16 and 18 years.

Fairfield Dresses
Fine wool jersey cloth, in navy blue, henna, black and tan—\$18.50. Dresses of the finest tailoring linen, in brown, gold, henna, Copenhagen blue, rose and white—\$18.50. Dresses of ever-fast fabrics in leather color, green and dandelion—\$10.75. Sizes 14, 16 and 18 years. In the Misses' Wear Store
SECOND FLOOR, MARKET STREET

Five New Models in Misses' Canton Crepe Dresses at \$45.00

Youthful interpretations of the straight-line, low-waisted and blouse models, with their accompanying draperies and tunics and their varied belts and crushed girdles. Showered with beads, radiant with embroideries, or smart with tailored lattice trimming. Navy, periwinkle, brown and tan.
SECOND FLOOR, MARKET STREET

Silk Stockings Step Into the Mode of Fasciful Footwear

Accentuating the straps and perforations of fashionable leathers by furnishing a background in beige, nude, castor, champagne, gray, tan and lustrous black, browns and blues. Extra-heavy Plain Silk Stockings—\$3.50. Fancy-oven Striped Silk Stockings—\$3.00. The New Sheer Silk Net Stockings—\$3.00.

And the Kayser "Rolette"

Silk-ruffled, elastic-top Stockings affected by "debs" and all sub "debs" and all others who disclaim supporters. Prices, \$3.00 and \$3.50.
AISLE 3, MARKET STREET

"MADAME Rubinstein's full treatment to-night. A few more pots—'up-and-out, up-and-out. And now that refreshing lotion. Ma foi, Marie! There's magic in these pots and bottles."



STRAWBRIDGE & CLOTHIER
MARKET STREET EIGHTH STREET FILBERT STREET